

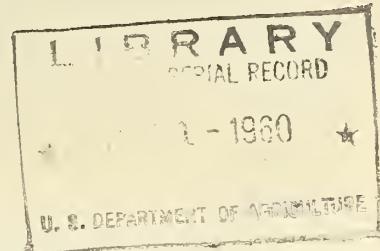
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CONSUMER PURCHASES OF



SELECTED FRUITS AND JUICES

NOVEMBER 1959

CPFJ- 94

U. S. DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated total household consumer purchases of fresh oranges and grapefruit, frozen concentrated juices, chilled orange juice, canned juices, and canned fruit drinks. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 6,000 household consumers.

A committee of the Florida industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with packers' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned single-strength grapefruit juice. However, for each of these products, these data are considered as reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data in the 1959-60 season will be defrayed largely by the Florida Citrus Commission, with some contribution from the California Prune Advisory Board. Heretofore, the Department cooperated with fruit industry groups in paying these costs. The Department will continue to analyze the data and publish reports as it has done during the past 10 years.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

January 1960

Based on data collected by the Market Research Corporation of America.

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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES
NOVEMBER 1959

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The data in this report represent estimated total purchases by household consumers only and do not include those by hotels, restaurants, hospitals, or other institutional outlets. Data for single months are for 4-week periods (28 days) to permit comparisons between periods of equal length.

SUMMARY

Household purchases of oranges, grapefruit, tangerines, and frozen concentrated orange juice in November 1959 were substantially greater than a year earlier. But, except for grapefruit, purchases of these products remained below the 1954-56 averages for the month. Buying of tomato juice also increased over November 1958, but all other juices and drinks reported were bought in smaller quantities. Purchases of the miscellaneous frozen concentrated juices were off more than a third; canned orange juice, and pineapple-grapefruit drink were down about a third. Purchases of chilled orange juice, canned orange drink, canned grapefruit sections, and the miscellaneous canned juices fell about one-fifth. More moderate declines were reported for canned grapefruit juice and pineapple juice, while purchases of prune juice were only a little below the November 1958 volume. For the most part, the losses were associated with fewer families buying (table 1).

FROZEN AND CHILLED JUICES

Household purchases of frozen concentrated orange juice totaled 4.6 million gallons in November 1959, 27 percent more than the low November 1958 volume. Despite the gain, the quantity bought was 6 percent less than the 3-year pre-freeze (1954-56) average for the month. Nearly 27 percent or 13.7 million of the Nation's households bought the concentrate in November, compared with 24 percent or 12.2 million households a year earlier. 1/ In addition, the average size of purchase per buying family, or household increased from 6.2 6-ounce cans to 7.2 cans, a gain of 15 percent. Retail prices averaged 22.1 cents per can, 2.9 cents less than in November 1958. The average monthly purchase beginning with September 1959, when a special advertising campaign was begun and price-reducing coupons were made generally available, has been about 13 percent larger than the May-August 1959 average. 2/ In contrast, in the 3 pre-freeze years (1954-56) the average September-November purchase was smaller than the May-August average (table 4).

1/ Calculated from the number of households as estimated by the Bureau of the Census, Current Population Reports, Population Characteristics, Series P-20, No. 94, August 24, 1959. The estimates indicated 50.4 million households in March 1958, and 51.3 million in March 1959.

2/ Data in this report are for 28-day periods to facilitate comparisons.

Retail sales of the miscellaneous frozen concentrated juices were down substantially from both the preceding month and November 1958, in contrast to gains made by frozen orange concentrate. The 506,000 gallons bought was the smallest reported for any month in several years. Prices paid averaged 19.9 cents per 6-ounce can, the same as a year earlier (table 12).

The average household purchaser of chilled orange juice bought only 3.6 quarts in November 1959 compared with 4.3 quarts a year earlier. As a result, total purchases were down 18 percent from November 1958 to 1.6 million gallons. About 1.7 million households, or a little more than 3 percent of the total, bought the product in both November 1958 and 1959. Retail prices were steady at 42.6 cents per quart (table 5).

CANNED SINGLE-STRENGTH JUICES

Retail buying of canned orange juice was slow in November, with purchases off 30 percent from a year earlier and 37 percent from the pre-freeze average for the month. The 594,000 cases bought reflected an average purchase of 1.9 46-ounce cans for about 3 million or 6 percent of U. S. households. In November 1958, the product was bought by about 4.2 million households. Retail prices declined to 43.9 cents per can, the lowest in 7 months, but, nevertheless, this was 4 cents more than was paid a year earlier, and 10 cents more than the 3-year average for the month (table 6).

November purchases of canned grapefruit juice, totaling 592,000 cases, were down 11 percent from the low volume of a year earlier. The size of the average buying family purchase dropped from 2.1 to 1.9 cans of 46 ounces, and the 5.6 percent or nearly 3 million households buying was slightly smaller. The juice retailed at an average of 31.8 cents per can, 4 cents less than in November 1958 (table 7).

Retail purchases of pineapple juice totaled 977,000 cases in November, 8 percent less than in the same month of 1958. The reduction was associated with a decline in the proportion of families buying from about 10 to 9 percent, or a drop in number of households buying to 4.7 million. The average purchase of 1.9 46-ounce cans per buying household and the 31 cents paid per can were nearly the same as a year earlier (table 8).

Retail sales of prune juice slipped slightly from November 1958 to 559,000 cases. Purchases held at the October level, however, in contrast to an average seasonal decline of about 9 percent between October and November. The proportion of households buying dropped from about 7 to 6 percent. This represented a decline in the number of households buying to about 3.2 million. The quantity purchased by the average buying household, however, was up slightly to 2.2 quarts. Retail prices at 43.6 cents per quart bottle averaged 4.7 cents higher than a year earlier (table 9).

Consumer purchases of tomato juice in November were moderately greater than the high volume of a year earlier. The 1.8 million cases bought represented a third of all single-strength juices purchased during the month, compared with a 27-percent share in November 1958. Purchases averaged 2.1 46-ounce cans for the 16 percent or 8.3 million of the Nations households

that bought. An average of 26.4 cents was paid per can, 1.7 cents less than a year earlier and 5 to 18 cents less than for other canned juices (table 10).

About 1.2 million cases of miscellaneous canned juices were bought for home use in November, a drop in volume of 18 percent from the corresponding month a year earlier. These juices were bought by about 16 percent, or a little more than 8 million of the Nation's households. The average buying family's purchase of 1.3 46-ounce cans was made at a price of 37.4 cents per can (table 11).

November purchases of canned single-strength juices totaled 5.7 million cases, 10 percent less than a year earlier. About 41 percent or 21 million families bought one or more of these products during the month. The average size of purchase per buying family was 2.6 46-ounce cans (table 11).

CANNED SINGLE-STRENGTH FRUIT DRINKS

Consumers purchased only 350,000 cases of canned orange drink in November, 19 percent less than a year earlier. With the exception of the preceding month, this was the lowest purchase volume reported in about 4 years. The decline was associated with fewer families buying, along with a smaller purchase per buying family. Retailers charged an average of 30.6 cents per 46-ounce can, 0.5 cent more than in November 1958 (table 13).

Purchases of pineapple-grapefruit drink continued to decline, and the November volume of 711,000 cases was 29 percent less than in the same month of 1958. A drop in the proportion of households buying from about 9 to 6 percent or from 4.6 to 3.2 million households was associated with the decline in volume. The average size of purchase per buying family remained at about 2 46-ounce cans. Retail prices rose to 31.9 cents per can, the highest reported in this 3-year series, and 1.2 cents higher than in the preceding month and 2.5 cents higher than a year earlier (table 14).

About 1.1 million cases of miscellaneous fruit drinks were bought at retail in November. This was a little more than the combined purchases of the two reported drinks. Close to 5 million or about 9 percent of all U. S. households bought one or more of the miscellaneous drinks during the month. The average family purchase of 2.2 46-ounce cans was made at a price of 36.1 cents per can (table 12).

FRESH AND CANNED FRUIT

Purchases of fresh oranges were about 55 percent greater than the small quantity bought in November 1958. Nevertheless, the 1.8 million boxes purchased was only about 80 percent of the 1954-56 average for the month. About 17.3 million or a third of the Nation's households bought oranges, compared with about 26 percent or 13.3 million buying in November 1958. In addition, there was a 10-percent gain in the size of the average buying family's purchase. Oranges retailed at 45.2 cents per dozen, 7.1 cents less than a year earlier. The indicated orange crop for 1959-60 is about 3 percent larger than in the preceding season, and the movement of fruit for fresh use and for processing is well ahead of a year earlier (table 15).

About 1.7 million boxes of fresh grapefruit were bought for home use in November, a gain of 34 percent over the corresponding month of the preceding year. Purchases were moderately larger than the 1954-56 average for the month. The proportion of households buying increased from 23 to 26 percent, or a rise in number from 11.8 to 13.1 million. And the average purchase of 9.2 grapefruit per buying family was larger than a year earlier. Prices paid averaged 86.1 cents per dozen, 10.6 cents lower than in November 1958. The indicated grapefruit crop for 1959-60 is somewhat smaller than in the preceding season. Utilization of the fruit for fresh and processed uses is well ahead of this time a year earlier, leaving fewer grapefruit to be marketed (table 16).

Purchases of canned grapefruit sections for home use amounted to 238,000 cases, a decline of 18 percent from November 1958. A drop of 20 percent (about 600,000) in the number of families buying was associated with the decline. Prices paid were steady at 20.5 cents per No. 303 can (table 17).

Consumers bought 400,000 boxes of tangerines in November, about 4 times the quantity purchased a year earlier. Purchases averaged 13 fruit per buying family for the 9 percent (4.7 million) of the Nation's households that bought. The average price paid was 48.6 cents per dozen, 1.8 cents less than in November 1958. The indicated tangerine crop is substantially smaller than in 1958-59 (table 18).

Table 1. SUMMARY: Consumer purchases, percentage of families buying, and average prices paid for selected fruits and juices,
November 1959 and 1958

Commodity	Total purchases			Purchases per buying family			Families buying			Average price paid per actual unit		
	Number	Percent	Quantity per purchase	Number	Percent	Ounces	Percent	Percent	Percent	Cents	Cents	
FROZEN CONCENTRATED JUICES:												
Orange	4,634	3,646	27	2.1	20.5	17.8	26.7	24.1	6-oz.	22.1	25.0	
Miscellaneous	506	791	-36		14.1				6-oz.	19.9	19.9	
Total	5,140	4,437	16									
CHILLED ORANGE JUICE	1,573	1,911	-18	3.1	3.6	37.3	38.1	3.4	3.5	32-oz.	42.6	42.5
CANNED SINGLE-STRENGTH JUICES: ^{1/}	1,000	1,000										
Orange	594	846	-30	1.7	1.6	50.3	51.3	5.9	8.4	46-oz.	43.9	39.9
Grapefruit	592	663	-11	1.4	1.6	62.0	59.2	5.6	5.8	46-oz.	31.8	35.7
Pineapple	977	1,056	-7	1.4	1.5	63.5	58.5	9.1	10.4	46-oz.	31.0	30.8
Prune	559	578	-3	1.8	1.8	39.7	38.4	6.3	7.0	32-oz.	43.6	38.9
Tomato	1,839	1,759	5	1.5	1.6	64.4	59.5	16.1	16.3	46-oz.	26.4	28.1
Miscellaneous 2/	1,188	1,455	-18	1.6	38.4			15.8	46-oz.		37.4	
Total	5,749	6,357	-10	2.3		52.3			40.7			
CANNED SINGLE-STRENGTH DRINKS: ^{3/}												
Orange	350	431	-19	1.5	1.6	69.5	68.4	2.9	3.4	46-oz.	30.6	
Pineapple-grapefruit	711	997	-29	1.4	1.3	66.6	70.3	6.2	9.1	46-oz.	31.9	
Miscellaneous fruit	1,144			1.7		60.1		9.3		46-oz.	36.1	
CANNED GRAPEFRUIT SECTIONS	238	289	-18	1.3	1.4	37.8	35.3	4.3	5.5	16-oz. ^{3/}	20.5	20.4
FRESH FRUIT:	1,000	1,000										
Oranges	1,826	1,176	55	1.8	1.8	12.8	11.6	33.7	26.3	Doz.	45.2	52.3
Grapefruit	1,660	1,243	34	1.7	1.7	5.4	5.0	25.6	23.4	Doz.	86.1	96.7
Tangerines	404	100	304	1.3	1.1	10.0	9.8	9.2	3.0	Doz.	48.6	50.4

^{1/} Equivalent cases of 24 No. 2 cans. ^{2/} Current month includes lemon juice which previously was reported separately. ^{3/} Equivalent No. 303 can.

Omission of entry indicates data are not available.

Table 2. Consumer purchases of selected orange products, equivalent boxes of fresh oranges, October 1958 to date

Period 1/	Fresh oranges		Frozen concentrated orange juice		Canned single-strength orange juice		Chilled orange juice 2/		Total	
	1959-60		1958-59		1959-60		1958-59		1959-60	
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	1,241	750	2,996	2,871	375	620	274	328	4,886	4,569
Nov.	1,826	1,176	3,045	2,796	356	526	280	352	5,507	4,850
Dec.		2,474		2,513		469		314		5,770
Oct.-Dec.		4,749		8,794		1,721		1,058		16,322
Jan.		2,585		2,968		475		356		6,384
Feb.		2,623		3,016		484		378		6,501
Mar.		2,465		2,970		416		355		6,206
Oct.-Mar.		13,085		18,479		3,199		2,232		36,995
Apr.		2,466		2,980		440		346		6,232
May		1,976		2,768		389		343		5,476
Jun.		1,401		2,724		357		311		4,793
Oct.-Jun.		19,210		27,533		4,453		3,307		54,503
Jul.		992		2,640		373		323		4,328
Aug.		865		2,609		333		282		4,089
Sep.		948		2,962		364		285		4,559
Season		22,269		36,500		5,621		4,265		68,655

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Based on yield of canned single-strength orange juice.

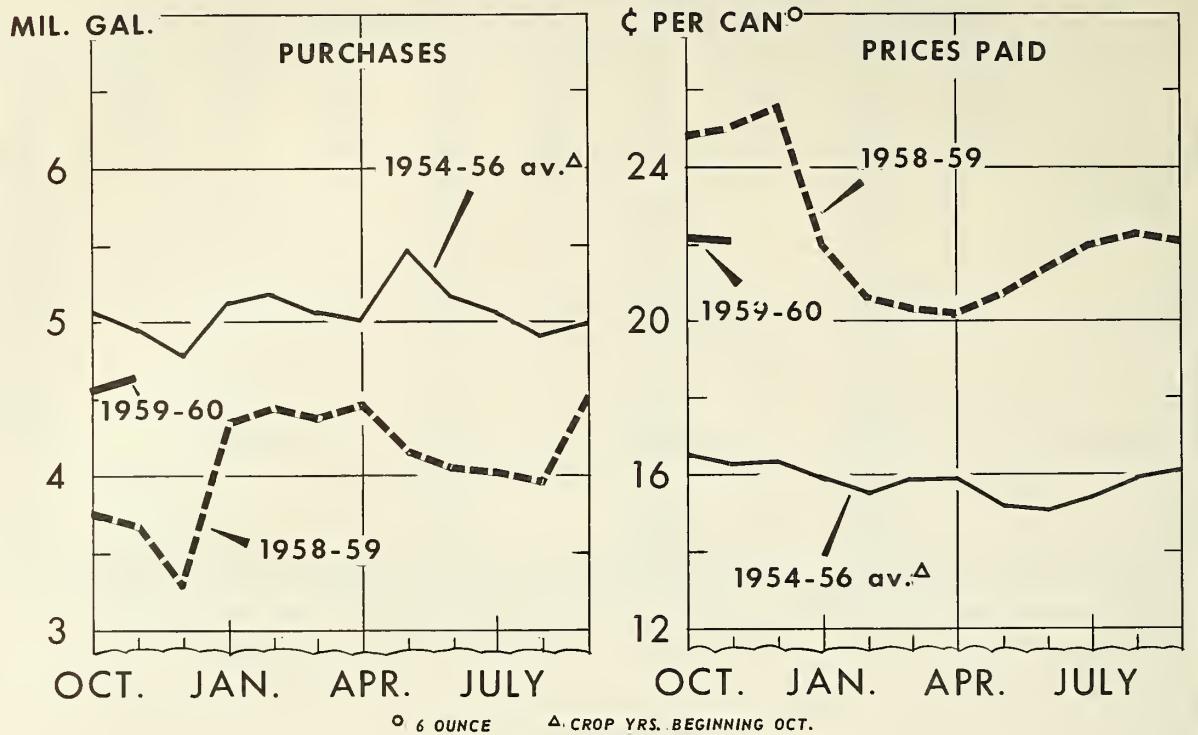
Table 3. Consumer purchases of selected grapefruit products, equivalent boxes of fresh grapefruit, October 1958 to date

Period 1/	Fresh grapefruit		Canned single-strength grapefruit juice		Canned grapefruit sections		Total			
	1959-60		1958-59		1959-60		1958-59		1959-60	
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
Oct.	1,205	291	537	527	182	231	1,924	1,049		
Nov.	1,660	1,243	436	495	172	194	2,268	1,932		
Dec.		1,664		375		142		2,181		
Oct.-Dec.		3,543		1,499		602		5,644		
Jan.		2,105		446		158		2,709		
Feb.		2,376		432		159		2,967		
Mar.		2,178		505		144		2,827		
Oct.-Mar.		10,749		3,007		1,107		14,863		
Apr.		1,958		647		167		2,772		
May		1,383		648		144		2,175		
Jun.		774		523		168		1,465		
Oct.-Jun.		14,992		4,943		1,631		21,566		
Jul.		312		495		199		1,006		
Aug.		200		481		196		877		
Sep.		273		477		204		954		
Season		15,961		6,533		2,291		24,785		

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 1

NEG. 6645-60(1) AGRICULTURAL MARKETING SERVICE

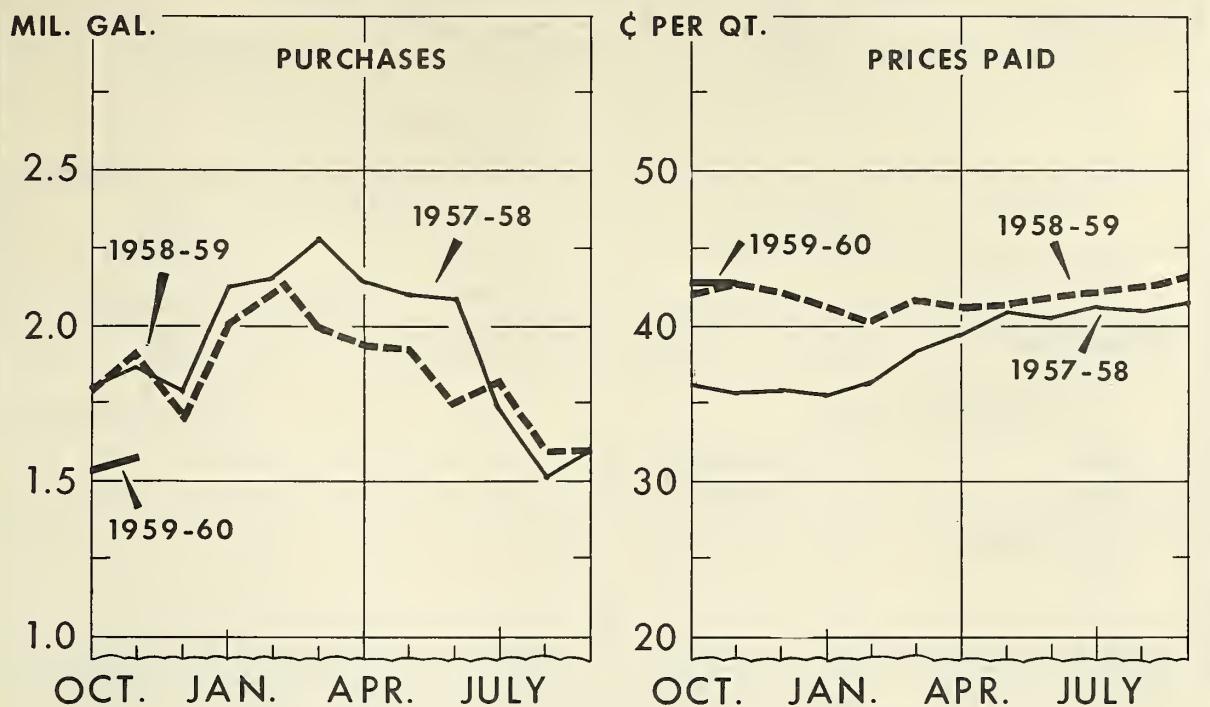
Table 4. FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 6-oz. can		
	: Average			: Average			: Average		
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	4,560	3,743	5,064	26.9	24.4	30.9	22.2	24.8	16.6
Nov.	4,634	3,646	4,955	26.7	24.1	31.2	22.1	25.0	16.3
Dec.		3,276	4,751		22.4	29.3		25.5	16.4
Oct.-Dec.		11,465	15,902						
Jan.		4,364	5,122		25.8	27.9		22.0	15.9
Feb.		4,436	5,179		26.2	28.0		20.5	15.5
Mar.		4,367	5,043		26.1	26.7		20.3	15.8
Oct.-Mar.		25,707	32,579						
Apr.		4,448	5,006		25.8	25.2		20.2	15.8
May		4,131	5,441		24.8	24.2		20.7	15.2
Jun.		4,066	5,147		25.9	23.5		21.3	15.1
Oct.-Jun.		39,221	49,479						
Jul.		4,018	5,061		24.5	22.9		22.0	15.4
Aug.		3,971	4,897		24.5	23.0		22.3	15.9
Sep.		4,509	4,987		26.9	24.0		22.1	16.1
Season		52,870	65,680					22.1	15.8

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 2

NEG. 6646-60(1) AGRICULTURAL MARKETING SERVICE

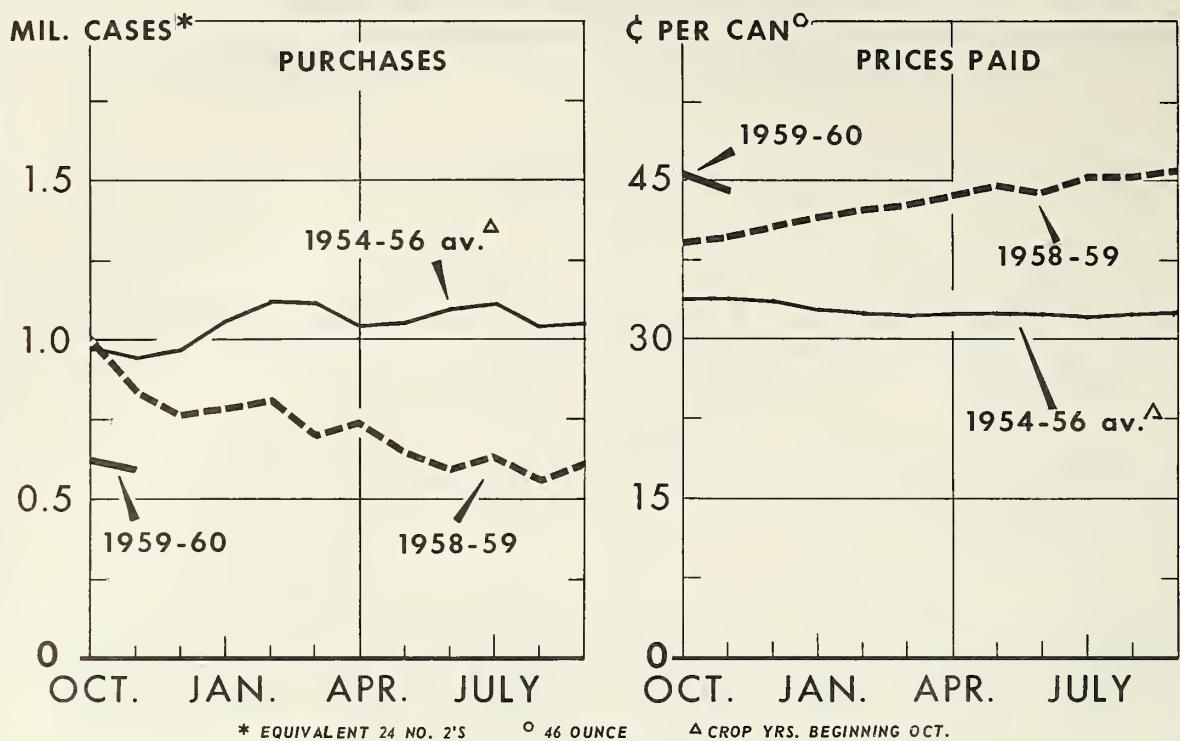
Table 5. CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per quart		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Percent	Cents 2/	Cents 2/	Cents 3/
Oct.	1,539	1,782	1,794	3.7	3.6	3.5	42.7	41.8	36.3
Nov.	1,573	1,911	1,869	3.4	3.5	4.1	42.6	42.5	35.8
Dec.	1,706	1,786	1,786	3.4	3.5	3.5	42.1	42.1	35.9
Oct.-Dec.	5,749	5,958							
Jan.		2,002	2,129		4.4	4.3		41.2	35.4
Feb.		2,124	2,163		4.8	4.7		40.2	36.4
Mar.		1,993	2,277		4.4	4.8		41.6	38.4
Oct.-Mar.		12,343	13,153						
Apr.		1,942	2,147		4.1	4.4		41.2	39.6
May		1,925	2,099		4.1	4.2		41.4	40.9
Jun.		1,748	2,087		3.9	4.0		41.9	40.4
Oct.-Jun.		18,385	19,944						
Jul.		1,815	1,714		4.0	3.4		42.1	41.2
Aug.		1,585	1,516		3.5	3.3		42.4	41.0
Sep.		1,602	1,600		3.4	3.2		43.1	41.4
Season		23,765	25,247					41.8	38.4

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Price per actual quart. 3/ Price per equivalent quart.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

NEG. 6649-60(1) AGRICULTURAL MARKETING SERVICE

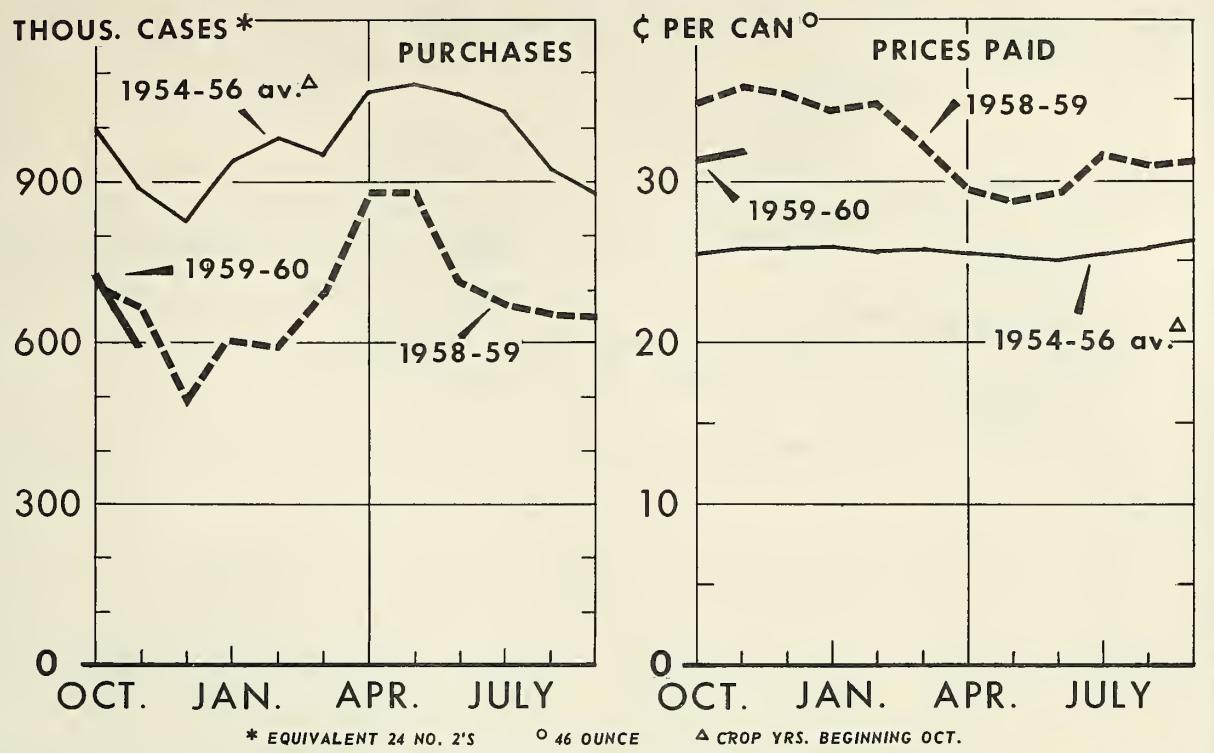
Table 6. SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	: Average :			: 1959-60 : 1958-59 : 1954-55/			: 1959-60 : 1958-59 : 1954-55/		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	626	996	978	6.1	9.1	10.9	45.5	39.1	33.8
Nov.	594	846	944	5.9	8.4	11.5	43.9	39.9	33.8
Dec.	754	968						40.5	33.5
Oct.-Dec.	2,767	3,121							
Jan.		791	1,055		7.6	11.8		41.6	32.7
Feb.		806	1,118		8.0	11.0		42.2	32.3
Mar.		694	1,113		6.7	11.8		42.5	32.2
Oct.-Mar.		5,231	6,685						
Apr.		734	1,033		7.0	11.4		43.5	32.4
May		650	1,046		6.3	11.0		44.5	32.3
Jun.		596	1,087		6.2	11.0		44.0	32.2
Oct.-Jun.		7,324	10,120						
Jul.		623	1,110		6.3	10.4		45.4	32.0
Aug.		556	1,036		5.8	9.2		45.5	32.2
Sep.		607	1,044		6.1	9.2		46.0	32.5
Season		9,274	13,566					42.6	32.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 4

NEG. 6650-60(1) AGRICULTURAL MARKETING SERVICE

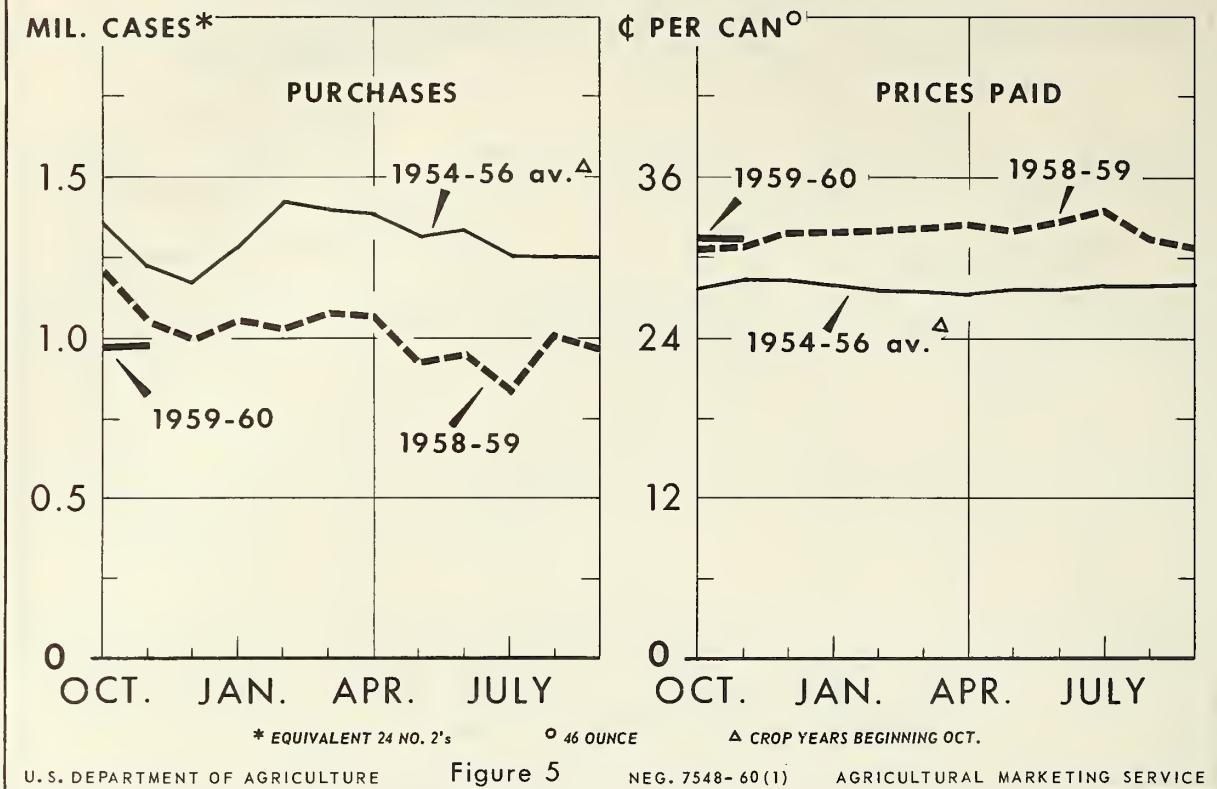
Table 7. SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	Average			Average			Average		
	1959-60 : 1958-59 : 1954-55/			1959-60 : 1958-59 : 1957-58			1959-60 : 1958-59 : 1954-55/		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	729	706	1,015	6.1	6.6	8.1	31.2	35.0	25.6
Nov.	592	663	883	5.6	5.8	7.8	31.8	35.7	25.9
Dec.		502	824		5.1	6.6		35.6	25.9
Oct.-Dec.		2,007	2,927						
Jan.		609	938		5.8	8.5		34.5	25.9
Feb.		590	983		5.7	7.7		34.8	25.7
Mar.		689	950		6.5	6.9		32.4	25.9
Oct.-Mar.		4,064	6,037						
Apr.		880	1,069		7.3	7.8		29.6	25.7
May		882	1,083		7.5	7.4		28.8	25.4
Jun.		712	1,063		6.3	7.2		29.4	25.2
Oct.-Jun.		6,698	9,503						
Jul.		671	1,032		5.8	6.1		31.7	25.5
Aug.		652	922		5.7	6.6		31.0	25.9
Sep.		647	875		5.7	6.1		31.3	26.5
Season		8,856	12,557					32.3	25.7

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 5

NEG. 7548-60(1)

AGRICULTURAL MARKETING SERVICE

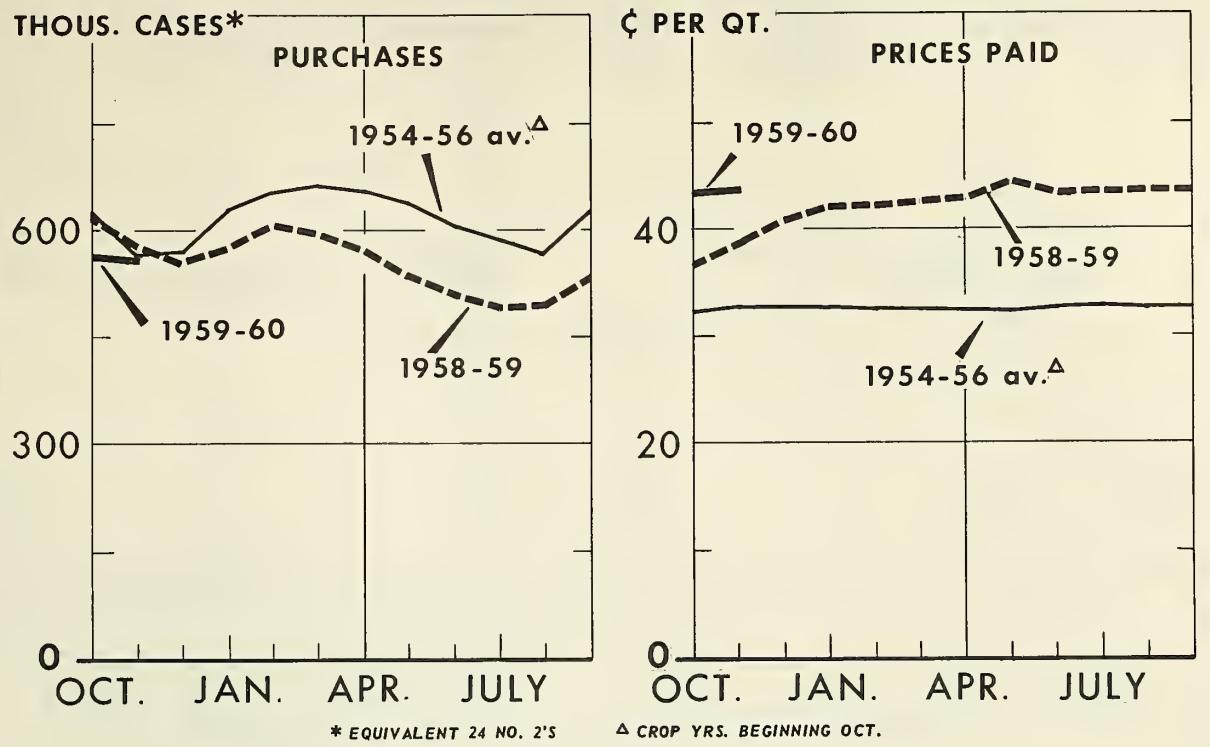
Table 8. PINEAPPLE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	: Average : 1958-59 : 1954-55/ : 1959-60 : 1958-59 : 1957-58 : 1959-60 : 1958-59 : 1954-55/ : 1956-57								
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	975	1,201	1,352	9.2	11.6	12.2	31.4	30.5	27.9
Nov.	977	1,056	1,220	9.1	10.4	12.9	31.0	30.8	28.4
Dec.		997	1,174		9.7	11.0		32.0	28.4
Oct.-Dec.		3,501	4,027						
Jan.		1,056	1,285		10.4	12.1		31.9	28.1
Feb.		1,029	1,424		10.0	12.4		32.1	27.7
Mar.		1,079	1,400		10.4	12.4		32.2	27.5
Oct.-Mar.		6,929	8,507						
Apr.		1,066	1,388		10.6	11.8		32.5	27.4
May		926	1,312		9.3	12.6		32.1	27.7
Jun.		941	1,335		9.4	12.3		32.7	27.7
Oct.-Jun.		10,046	12,878						
Jul.		836	1,253		8.7	12.1		33.4	28.0
Aug.		1,007	1,251		9.2	12.2		31.4	28.0
Sep.		964	1,248		9.4	10.8		30.9	28.1
Season		13,113	16,906					31.7	27.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

NEG. 6652-60(1) AGRICULTURAL MARKETING SERVICE

Table 9. PRUNE JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per quart		
	Average			1959-60 : 1958-59 : 1954-55/ 1956-57 :			1959-60 : 1958-59 : 1954-55/ 1956-57 :		
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
	Oct.	Nov.	Dec.	Oct.-Dec.	Jan.	Feb.	Mar.	Apr.	May
Oct.	562	613	615	6.4	7.1	7.7	43.4	36.7	32.3
Nov.	559	578	562	6.3	7.0	7.4	43.6	38.9	32.8
Dec.		552	569		6.7	7.3		40.5	32.7
Oct.-Dec.		1,859	1,872						
Jan.		572	629		7.1	7.7	42.0	32.7	
Feb.		608	651		7.3	7.5	42.3	32.7	
Mar.		596	660		6.9	7.6	42.6	32.6	
Oct.-Mar.		3,768	3,972						
Apr.		572	653		6.9	7.4	42.9	32.4	
May		536	636		6.3	7.0	44.2	32.4	
Jun.		507	603		6.0	6.7	43.2	32.6	
Oct.-Jun.		5,477	6,011						
Jul.		492	585		6.3	6.8	43.4	32.9	
Aug.		494	566		6.1	6.5	43.8	32.7	
Sep.		530	623		6.6	6.8	43.8	32.7	
Season		7,148	7,923				41.9	32.6	

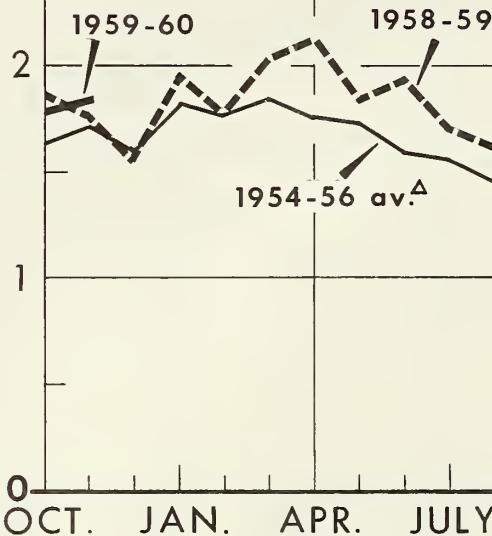
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

TOMATO JUICE

Consumer Purchases and Prices Paid

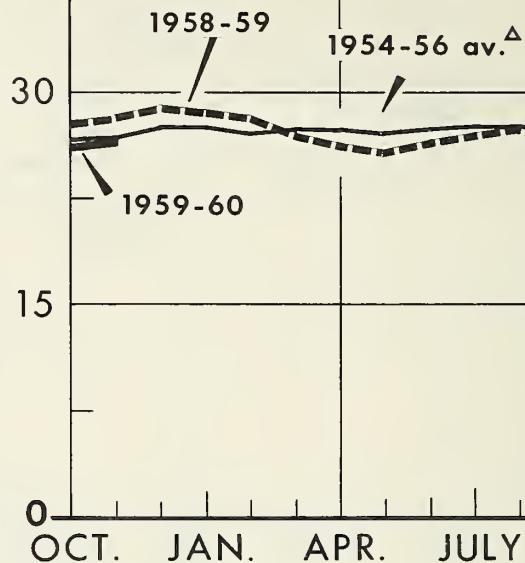
MIL. CASES

PURCHASES



¢ PER CAN^o

PRICES PAID



* EQUIVALENT 24 NO. 2'S

o 46 OUNCE

△ CROP YRS. BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 7

NEG. 6653-60(1) AGRICULTURAL MARKETING SERVICE

Table 10. TOMATO JUICE: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	Average			Average			Average		
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	1956-57
Oct.	1,000	1,000	1,000						
Nov.	1,786	1,867	1,640	15.3	17.0	16.5	26.0	27.8	26.5
Dec.	1,839	1,759	1,720	16.1	16.3	20.9	26.4	28.1	26.9
Oct.-Dec.	1,560	1,582							
	5,596	5,390							
Jan.									
Feb.	1,952	1,818							
Mar.	1,795	1,773							
Oct.-Mar.	2,033	1,846							
	11,853	11,282							
Apr.									
May	2,127	1,755							
Jun.	1,846	1,715							
Oct.-Jun.	1,933	1,593							
	18,104	16,772							
Jul.									
Aug.	1,712	1,553							
Sep.	1,621	1,449							
Season	1,569	1,536							
	23,491	21,657							

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

Table 11.--MISCELLANEOUS AND TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, June 1958 to date 1/

Period 2/	Miscellaneous canned juices 3/				All canned juices			
	1959-60	1958-59	1957-58		1959-60	1958-59	1957-58	
	1,000 cases 4/	1,000 cases 4/	1,000 cases 4/		1,000 cases 4/	1,000 cases 4/	1,000 cases 4/	
October	1,289	1,453			5,967	6,836		
November	1,188	1,455			5,749	6,357		
December		1,379				5,744		
January			1,547			6,527		
February			1,571			6,399		
March			1,536			6,627		
April			1,476			6,855		
May			1,598			6,438		
June			1,508	1,694		6,197	6,122	
July			1,378	1,616		5,712	5,706	
August			1,280	1,494		5,610	5,390	
September			1,244	1,305		5,561	5,202	

1/ Revised as of October 1959. 2/ Monthly data are for 4-week (28 day) periods to facilitate comparison. 3/ All canned juices except grapefruit, lemon, orange, pineapple, prune and tomato juices.

4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

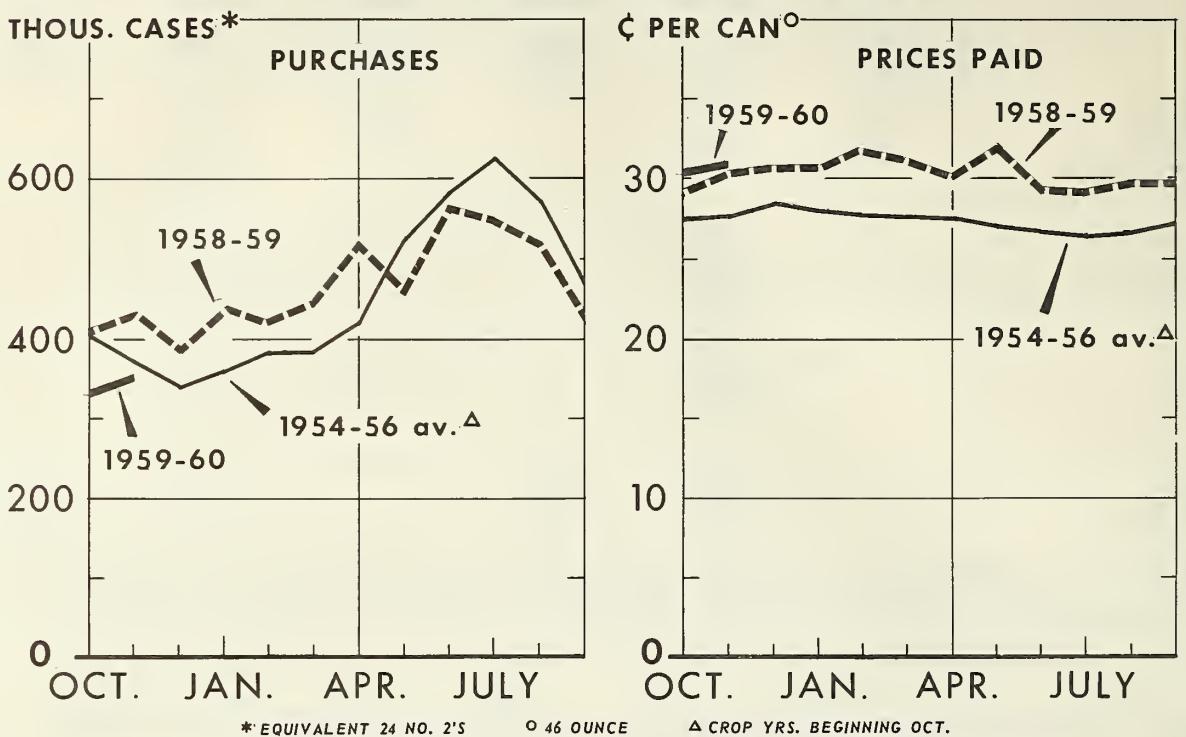
Table 12.--MISCELLANEOUS FROZEN CONCENTRATED JUICES AND MISCELLANEOUS SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases and average prices paid, October 1958 to date

Period 1/	Miscellaneous frozen concentrated juices 2/				Miscellaneous canned fruit drinks 3/		
	Purchases		Prices paid per 6 ounce can		Purchases	Prices paid per 46 ounce can	
	1959-60	1958-59	1959-60	1958-59	1959-60	1959-60	
	1,000 gallons	1,000 gallons	cents	cents	1,000 cases 4/		cents
October	728	801	19.4	19.5	1,199		36.0
November	506	791	19.9	19.9	1,144		36.1
December		707		20.3			
January		642		19.7			
February		655		19.6			
March		690		19.7			
April		756		19.4			
May		740		19.1			
June		801		18.9			
July		734		18.9			
August		670		19.0			
September		625		19.2			

1/ Monthly data are for 4-week (28 day) periods to facilitate comparisons. 2/ All frozen concentrates except orange. 3/ All canned fruit drinks except orange and pineapple-grapefruit. Data were first available in October 1959. 4/ Equivalent cases 24 No. 2 cans...432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

NEG. 6647-60(1) AGRICULTURAL MARKETING SERVICE

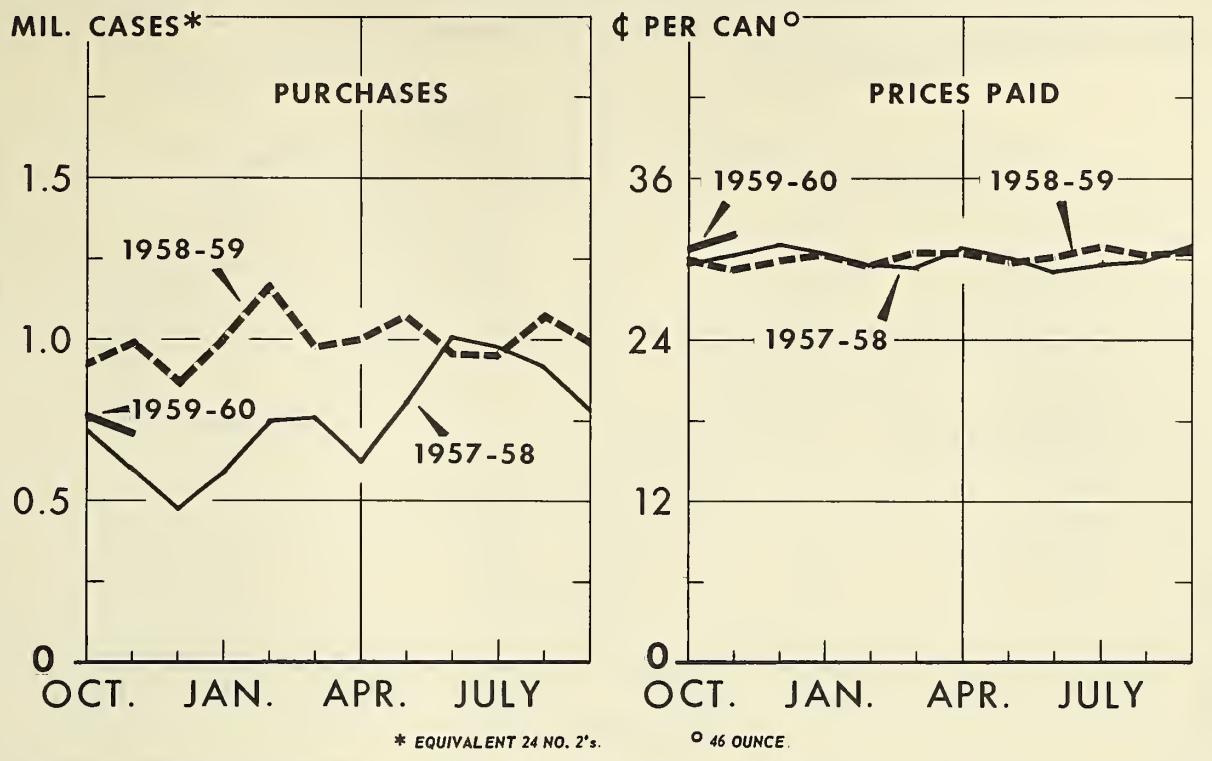
Table 13. SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	Average			1958-59			1954-55/		
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
	1,000	1,000	1,000						1956-57
	cases 2/	cases 2/	cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	331	408	403	2.3	3.1	3.9	30.2	29.3	27.5
Nov.	350	431	373	2.9	3.4	3.6	30.6	30.1	27.5
Dec.	390	340			2.8	3.0		30.5	28.2
Oct.-Dec.	1,304	1,190							
Jan.		440	359		3.5	2.9		30.6	28.0
Feb.		421	383		3.3	3.2		31.5	27.8
Mar.		444	385		3.7	3.2		31.0	27.7
Oct.-Mar.		2,691	2,422						
Apr.		517	420		4.0	4.4		30.3	27.5
May		461	524		3.6	3.7		31.7	27.0
Jun.		568	581		4.2	4.1		29.4	26.6
Oct.-Jun.		4,409	4,069						
Jul.		542	621		3.9	4.6		29.2	26.3
Aug.		513	572		4.0	4.0		29.7	26.6
Sep.		426	466		3.1	3.5		29.6	27.1
Season		5,959	5,875					30.1	27.2

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

PINEAPPLE-GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 9

NEG. 7549-60(1) AGRICULTURAL MARKETING SERVICE

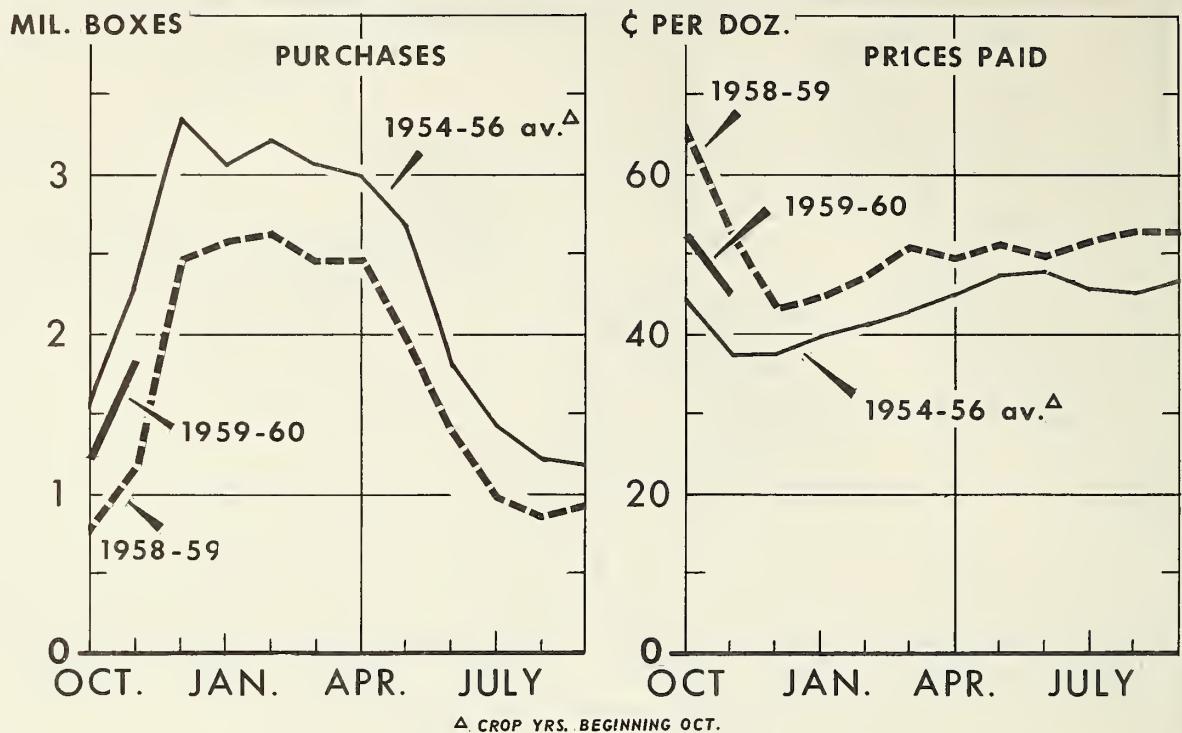
Table 14. PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per 46-oz. can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	763	935	718	6.6	8.5	6.8	30.7	30.0	29.8
Nov.	711	997	599	6.2	9.1	6.0	31.9	29.4	30.4
Dec.		862	471		7.5	5.0		30.0	31.1
Oct.-Dec.		2,978	1,911						
Jan.		1,026	585		8.9	5.9		30.3	30.4
Feb.		1,169	748		9.9	6.9		29.7	29.6
Mar.		973	755		8.6	6.9		30.5	29.4
Oct.-Mar.		6,433	4,183						
Apr.		1,000	621		8.5	6.3		30.5	30.9
May		1,079	808		9.4	7.3		29.9	30.2
Jun.		963	1,068		8.1	9.2		30.3	29.1
Oct.-Jun.		9,701	6,890						
Jul.		956	973		8.4	8.8		30.9	29.6
Aug.		1,071	919		8.4	8.6		30.3	29.9
Sep.		997	785		8.6	7.1		30.6	31.0
Season		12,970	9,794					30.2	30.0

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...432 oz. per case.

FRESH ORANGES

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

NEG. 6655-60(1) AGRICULTURAL MARKETING SERVICE

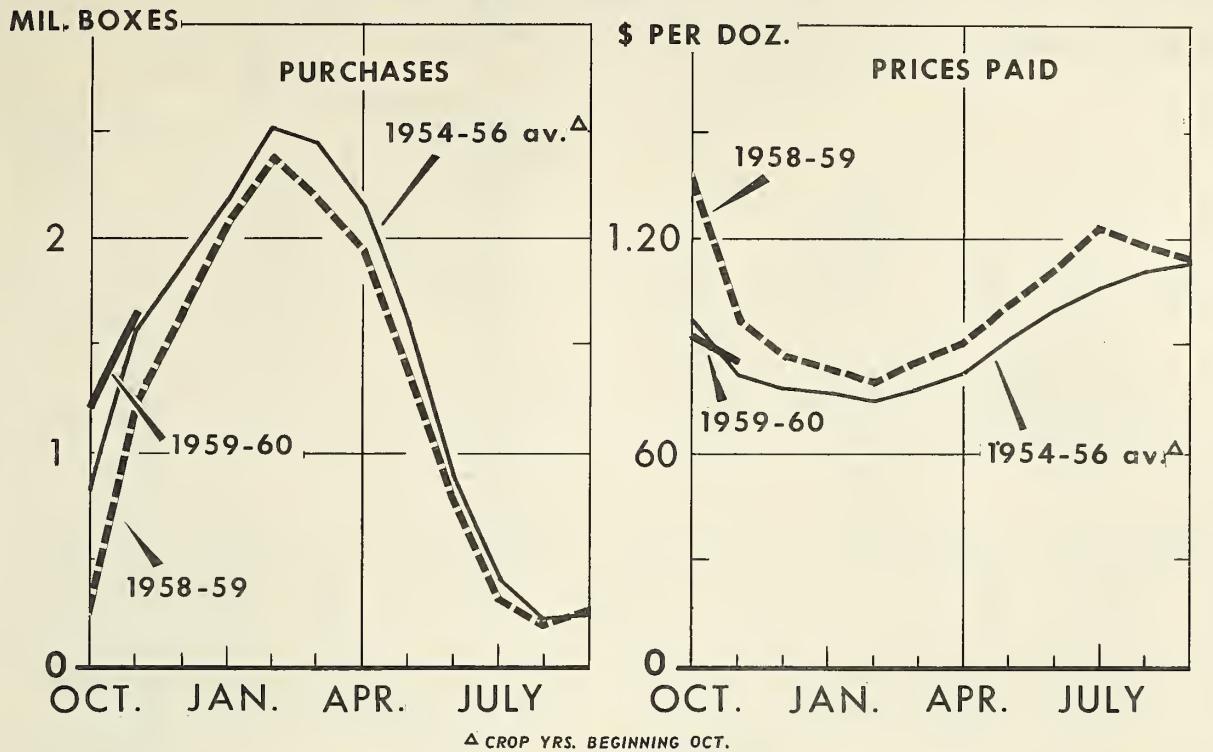
Table 15. FRESH ORANGES: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	: Average			: Average			: Average		
	: 1959-60 : 1958-59 : 1954-55/			: 1959-60 : 1958-59 : 1957-58			: 1959-60 : 1958-59 : 1954-55/		
	: 1956-57 :			:			: 1956-57 :		
	1,000 boxes	1,000 boxes	1,000 boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,241	750	1,506	25.5	16.3	29.0	52.6	64.7	44.2
Nov.	1,826	1,176	2,276	33.7	26.3	36.8	45.2	52.3	37.5
Dec.		2,474	3,360		44.8	48.1		43.4	37.9
Oct.-Dec.	4,749	7,900							
Jan.		2,585	3,060		41.8	41.2		44.6	39.9
Feb.		2,623	3,214		42.8	44.0		46.6	40.9
Mar.		2,465	3,059		40.5	39.7		50.1	43.0
Oct.-Mar.	13,085	15,167							
Apr.		2,466	2,986		38.2	33.7		49.9	44.8
May		1,976	2,682		34.5	32.1		51.2	47.4
Jun.		1,401	1,801		27.5	24.2		49.8	47.8
Oct.-Jun.	19,210	26,025							
Jul.		992	1,422		19.9	17.0		51.6	45.4
Aug.		865	1,207		16.9	14.9		53.1	45.2
Sep.		948	1,170		19.4	13.3		52.9	46.2
Season	22,269	30,113						49.0	42.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

FRESH GRAPEFRUIT

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 11

NEG. 6658-60(1) AGRICULTURAL MARKETING SERVICE

Table 16. FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, and average prices paid, October 1958 to date, with comparisons

Period 1/	Purchases			Families buying			Prices paid per dozen		
	Average			Average			Average		
	1959-60	1958-59	1954-55/	1959-60	1958-59	1957-58	1959-60	1958-59	1954-55/
	1,000	1,000	1,000						
	boxes	boxes	boxes	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	1,205	291	827	22.1	9.0	22.7	93.0	134.0	96.8
Nov.	1,660	1,243	1,583	25.6	23.4	26.6	86.1	96.7	82.4
Dec.	1,664	1,889						87.8	78.5
Oct.-Dec.	3,543	4,787							
Jan.	2,105	2,199		28.4	27.7		83.6	77.4	
Feb.	2,376	2,526		30.4	31.4		80.8	74.3	
Mar.	2,178	2,440		28.2	30.1		86.1	77.7	
Oct.-Mar.	10,749	12,619							
Apr.	1,958	2,153		26.6	23.7		91.2	82.1	
May	1,383	1,587		20.1	18.4		101.4	91.5	
Jun.	774	896		13.2	10.0		111.8	99.9	
Oct.-Jun.	14,992	17,573							
Jul.	312	421		6.3	5.3		122.7	105.9	
Aug.	200	225		4.3	3.3		118.8	111.4	
Sep.	273	256		6.4	2.3		114.0	112.7	
Season	15,961	18,519					91.8	83.0	

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid

THOUS. CASES*

PURCHASES

400
300
200
100
0

OCT. JAN. APR. JULY

¢ PER CAN^o

PRICES PAID

20
15
10
5
0

OCT. JAN. APR. JULY

* EQUIVALENT 24 NO. 2'S

o NO. 303

U.S. DEPARTMENT OF AGRICULTURE

Figure 12

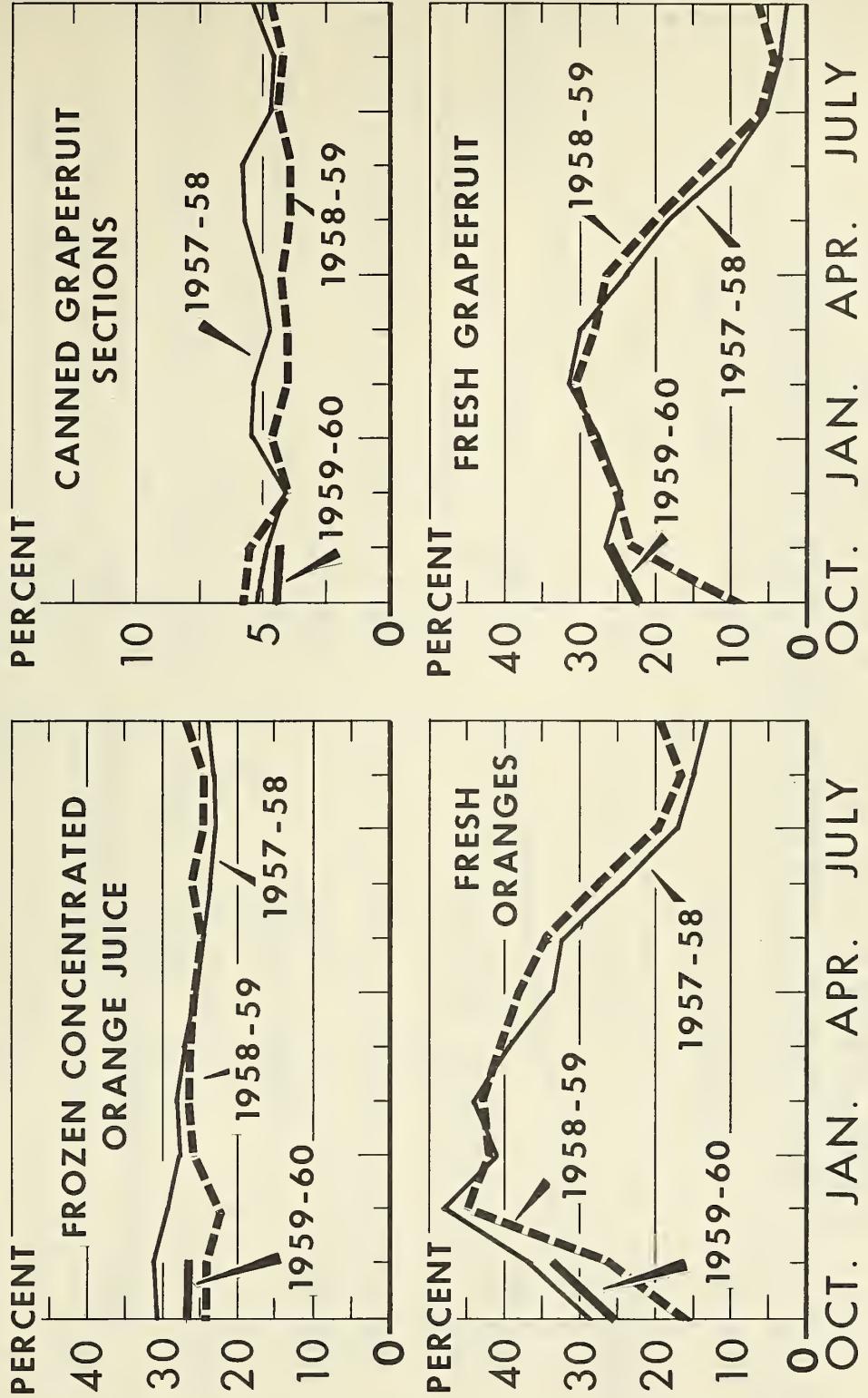
NEG. 6654-60(1) AGRICULTURAL MARKETING SERVICE

Table 17. CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases			Families buying			Prices paid per No. 303 can		
	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58	1959-60	1958-59	1957-58
	1,000 cases 2/	1,000 cases 2/	1,000 cases 2/	Percent	Percent	Percent	Cents	Cents	Cents
Oct.	252	345	282	4.5	5.7	5.2	20.5	20.3	18.7
Nov.	238	289	256	4.3	5.5	4.8	20.5	20.4	19.1
Dec.	211	209							
Oct.-Dec.	897	803							
Jan.		229	300		4.6	5.4		21.0	19.0
Feb.		230	279		4.1	5.3		20.4	19.0
Mar.		209	240		4.1	4.7		20.7	19.8
Oct.-Mar.		1,628	1,675						
Apr.		231	278		4.3	5.1		20.1	19.8
May		200	303		3.9	5.7		20.9	19.7
Jun.		233	312		3.9	5.8		20.7	20.1
Oct.-Jun.		2,152	2,649						
Jul.		276	292		4.4	4.7		21.1	20.2
Aug.		271	273		4.2	4.6		20.4	20.1
Sep.		283	331		4.7	5.4		20.6	20.3
Season		3,066	3,614					20.5	19.6

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. 2/ Equivalent cases 24 No. 2 cans...480 oz. per case.

PERCENTAGE OF FAMILIES BUYING ORANGES AND GRAPEFRUIT

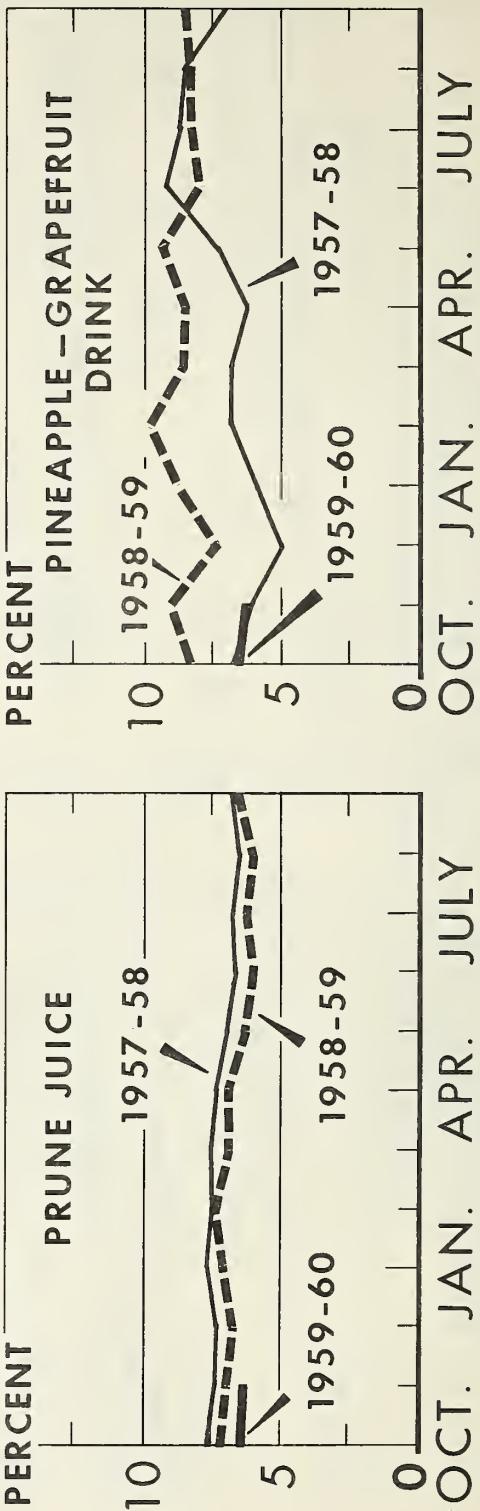
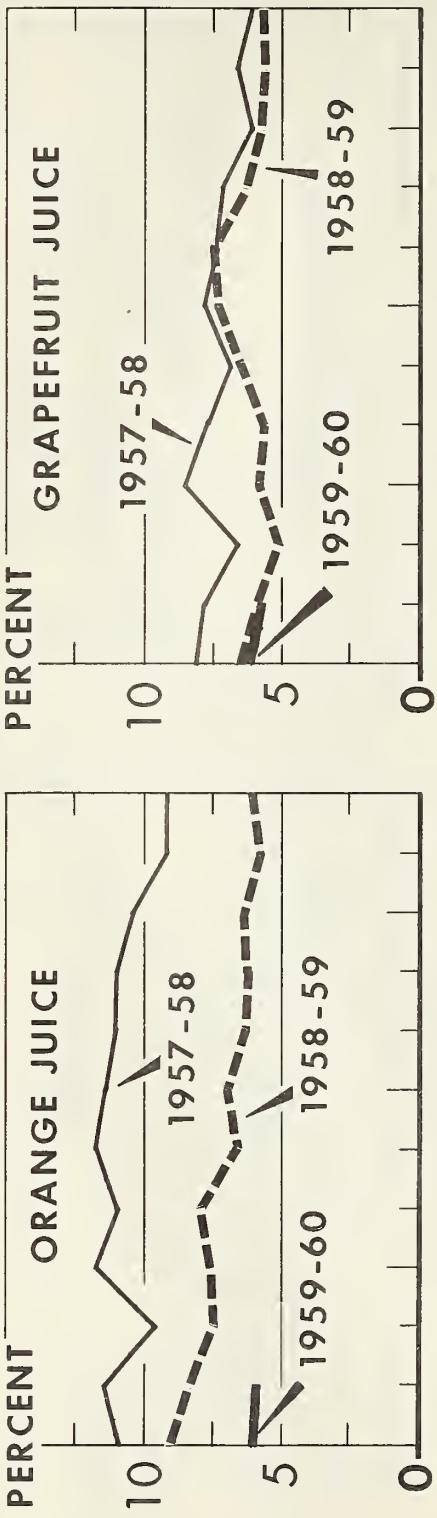


U.S. DEPARTMENT OF AGRICULTURE

Figure 13

NEG. 7550-60(1) AGRICULTURAL MARKETING SERVICE

PERCENTAGE OF FAMILIES BUYING SINGLE-STRENGTH FRUIT JUICES



U.S. DEPARTMENT OF AGRICULTURE

Figure 14

NEG. 7551-60(1) AGRICULTURAL MARKETING SERVICE

Table 18. FRESH TANGERINES: Consumer purchases, percentage of families buying, and average prices paid, October 1957 to date

Period 1/	Purchases		Families buying		Prices paid per dozen	
	1959-60	1958-59	1959-60	1958-59	1959-60	1958-59
Oct.	2/ 404	2/ 100	2/ 349	0.2	0	2/ 46.4
Nov.		1,068	882	9.2	3.0	2/ 43.8
Dec.		1,332	1,422		20.4	
Oct.-Dec.					17.5	
Jan.	517	308		0.2	0.2	2/ 50.4
Feb.	224	90		3.0	8.7	2/ 38.4
Mar.				20.4	17.5	
Oct.-Mar.						
Apr.					10.1	7.2
May					4.5	37.9
Jun.					.9	35.8
Oct.-Jun.						2/ 2/
Jul.						
Aug.						
Sep.						
Season						

Apr.
May
Jun.
Oct.-Jun.

Jul.

Aug.

Sep.

Season

39.1

44.9

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Season-to-date purchases, however, are for 13-week quarters. Normal season runs from November through March. 2/ Too few purchases reported for analysis.

UNITED STATES DEPARTMENT OF AGRICULTURE
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